This Page Is Inserted by IFW Operations and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

As rescanning documents will not correct images, please do not report the images to the Image Problem Mailbox.

Freeform Search

		66660666666666	* *								
	US Pre-Grant Publication Full-Text Database US Patents Full-Text Database										
	US OCR Full-Text Database										
Dat	abase: EPO Abstracts Database JPO Abstracts Database										
	Derwent World Patents Index IBM Technical Disclosure Bulletins										
	((temporary or permanent) ADJ (cookie or										
Ter											
Disp	olay: 10 Documents in <u>Display Format:</u> Starting with Nu	ımber 1									
Generate: C Hit List M Hit Count C Side by Side C Image											

	Search Clear Interrupt										
****************		***************************************	·····								
Search History											
DATE	Friday, May 21, 2004 Printable Copy Create Case										
<u>Set</u>		Hit	<u>Set</u>								
<u>Name</u> side by	Query	<u>Count</u>	Name result								
side			set								
DB=	EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR										
(L15	((temporary or permanent) ADJ (cookie or identifier)) WITH (replac\$3 or	6	L15								
DR=	replacement or chang\$3 or updat\$3 or alter\$3 or alteration or substitut\$4) PGPB,USPT; PLUR=YES; OP=OR										
	((temporary or permanent) ADJ (cookie or identifier)) WITH (replac\$3 or										
<u>L14</u>	replacement or chang\$3 or updat\$3 or alter\$3 or alteration or substitut\$4)	31	L14								
\subset L13	L12 and @PD>20031231	10	LI3								
	((temporary or permanent) ADJ (identification or ID or identifying)) WITH										
<u>L12</u>	(replac\$3 or replacement or chang\$3 or updat\$3 or alter\$3 or alteration or substitut\$4)	68	L12 Scarthar through								
<u>L11</u>	L10 and @PD>20031230	0	L11 ADATE								
<u>L10</u>	(L2 or L6) and (temporary ADJ (ID or identif\$8))	3	L10								
<u>L9</u>	(L5 or L6) and (temporary ADJ (ID or identif\$8))		L9 57								
710		1	<u> 178</u>) /								
$\sqrt{18}$	L7 and @PD>20031230	5	<u>L8</u>								
<u>L8</u> <u>L7</u>	L7 and @PD>20031230 L6 and L2										

<u>L5</u>	((behavior or behavioral) SAME (website or (web ADJ site) or session) and (behavior or behavioral or preference) SAME profile SAME (customiz\$4 or personaliz\$4 or individualiz\$4))	102	<u>L5</u>	
<u>L4</u>	L3 and @PD>20031230	7	<u>L4</u>	Servinos
<u>L3</u>	L2 and L1	129	<u>L3</u>	through,
<u>L2</u>	(behavior or behavioral) SAME (website or (web ADJ site) or session)	2197	<u>L2</u>	LOATE
<u>L1</u>	(behavior or personal or preference) SAME profile SAME (customiz\$4 or personaliz\$4 or individualiz\$4)	1287	<u>L1</u>	

END OF SEARCH HISTORY

NDR

5/21/2004

Freeform Search

Database:	US Pre-Grant Publication F US Patents Full-Text Datab US OCR Full-Text Databas EPO Abstracts Database JPO Abstracts Database Derwent World Patents Ind IBM Technical Disclosure E	e e ex			90000000001	
Term:	L1 and (705/26.ccls.	or 705/27.ccl	.s.)			
Display:	10 Documents in	<u>Display Format:</u>	- S	tarting with N	umber 1	
Generate:	○ Hit List @ Hit Cou	nt C Side by Sid	de 🤼 Image			
R	Sear	ch Clear	Interrupt		353500000000	
		Search Hist	ory			
DATE: Wed	lnesday, May 19, 2004	Printable Copy	Create Case	2		
Set Name Que side by side	<u>ry</u>				<u>Hit</u> Count	Set Name result set
	B,USPT; PLUR=YES; OP					
	and (705/26.ccls. or 705/2°				344	1.2 portral
L1 ((W)	ebpage or (web ADJ page)) and (select\$4 or choos\$	3) SAME (list or 6) or provid\$3)	catalog) SAN	1E (product or	1686	L1 maje/
END OF SEA	RCH HISTORY					t slovand ant
		NDR 5/19/	2 004			

```
?show files; ds
File 15:ABI/Inform(R) 1971-2004/May 18
         (c) 2004 ProQuest Info&Learning
File
       9:Business & Industry(R) Jul/1994-2004/May 17
         (c) 2004 The Gale Group
File 610:Business Wire 1999-2004/May 19
         (c) 2004 Business Wire.
File 810: Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2004/May 19
         (c) 2004 The Gale Group
File 476: Financial Times Fulltext 1982-2004/May 19
         (c) 2004 Financial Times Ltd
File 624:McGraw-Hill Publications 1985-2004/May 18
         (c) 2004 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2004/May 19
         (c) 2004 The Gale Group
File 621:Gale Group New Prod.Annou. (R) 1985-2004/May 18
         (c) 2004 The Gale Group
File 613:PR Newswire 1999-2004/May 19
         (c) 2004 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2004/May 19
         (c) 2004 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2004/May 18
         (c) 2004 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2004/May 19
         (c) 2004 The Gale Group
File
     20:Dialog Global Reporter 1997-2004/May 19
         (c) 2004 The Dialog Corp.
File 35:Dissertation Abs Online 1861-2004/Apr
         (c) 2004 ProQuest Info&Learning
File 583: Gale Group Globalbase (TM) 1986-2002/Dec 13
         (c) 2002 The Gale Group
     65:Inside Conferences 1993-2004/May W3
         (c) 2004 BLDSC all rts. reserv.
File
       2:INSPEC 1969-2004/May W2
         (c) 2004 Institution of Electrical Engineers
File 233: Internet & Personal Comp. Abs. 1981-2003/Sep
         (c) 2003 EBSCO Pub.
File 474: New York Times Abs 1969-2004/May 18
         (c) 2004 The New York Times
File 475: Wall Street Journal Abs 1973-2004/May 18
         (c) 2004 The New York Times
File
     99: Wilson Appl. Sci & Tech Abs 1983-2004/Apr
         (c) 2004 The HW Wilson Co.
File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Apr
         (c) 2004 Info. Sources Inc
     47:Gale Group Magazine DB(TM) 1959-2004/May 18
         (c) 2004 The Gale group
File 570:Gale Group MARS(R) 1984-2004/May 19
         (c) 2004 The Gale Group
File 635:Business Dateline(R) 1985-2004/May 18
         (c) 2004 ProQuest Info&Learning
File 477:Irish Times 1999-2004/May 19
         (c) 2004 Irish Times
File 710: Times/Sun. Times (London) Jun 1988-2004/May 18
         (c) 2004 Times Newspapers
File 711: Independent (London) Sep 1988-2004/May 19
         (c) 2004 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2004/May 18
         (c) 2004 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2004/May 19
         (c) 2004
```

File 387: The Denver Post 1994-2004/May 18 (c) 2004 Denver Post File 471:New York Times Fulltext 90-Day 2004/May 19 (c) 2004 The New York Times File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06 (c) 2002 Phoenix Newspapers File 494:St LouisPost-Dispatch 1988-2004/May 17 (c) 2004 St Louis Post-Dispatch File 498:Detroit Free Press 1987-2004/Apr 27 (c) 2004 Detroit Free Press Inc. File 631:Boston Globe 1980-2004/May 19 (c) 2004 Boston Globe File 633:Phil.Inquirer 1983-2004/May 18 (c) 2004 Philadelphia Newspapers Inc File 638: Newsday/New York Newsday 1987-2004/May 18 (c) 2004 Newsday Inc. File 640: San Francisco Chronicle 1988-2004/May 19 (c) 2004 Chronicle Publ. Co. File 641: Rocky Mountain News Jun 1989-2004/May 14 (c) 2004 Scripps Howard News File 702:Miami Herald 1983-2004/May 18 (c) 2004 The Miami Herald Publishing Co. File 703:USA Today 1989-2004/May 18 (c) 2004 USA Today File 704: (Portland) The Oregonian 1989-2004/May 18 (c) 2004 The Oregonian File 713:Atlanta J/Const. 1989-2004/May 16 (c) 2004 Atlanta Newspapers File 714: (Baltimore) The Sun 1990-2004/May 19 (c) 2004 Baltimore Sun File 715: Christian Sci. Mon. 1989-2004/May 19 (c) 2004 Christian Science Monitor File 725: (Cleveland) Plain Dealer Aug 1991-2004/May 18 (c) 2004 The Plain Dealer File 735:St. Petersburg Times 1989- 2004/May 16 (c) 2004 St. Petersburg Times Set Items Description 1098 ((WEBPAGE? ? OR (WEB(W)PAGE? ?))(S)(LIST? ? OR CATALOG? ? -S1OR CATALOGUE? ?)(S)(PRODUCT? ? OR ITEM? ?)(S)(SELECT??? OR CH-OOS??? OR PROVIDE? ? OR PROVIDING)) AND PY<2000 708 S2RD (unique items) S2 AND (ELECTRONIC(W)COMMERCE) S3106 Scarlinged bhown

non

5/19/2004